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## CLAIMS

1. (cancelled)

2. (currently amended) [~~The continuous web of lenticular labels of claim 1~~] A continuous web of lenticular labels comprising:

a label stock having a longitudinal axis;

a first lenticular assembly including first lenticules adhered to the label stock, said first lenticules transverse to the longitudinal axis, said first lenticular assembly and said label stock forming a first lenticular label;

a second lenticular assembly including second lenticules adhered to the label stock, said second lenticules transverse to the longitudinal axis, said second lenticular assembly and said label stock forming a second lenticular label, said first and second lenticular assemblies disposed on the label stock so that the first lenticules and the second lenticules are substantially parallel to one another; and

a release liner secured to at least one of the label stock and the first and second lenticular assemblies, wherein the label stock defines a window and said lenticular assembly is viewable through the window.

3. (original) The continuous web of lenticular labels of claim 2 wherein the lenticular assembly includes a margin, said margin adhered to the label stock in a region of the label stock immediately adjacent said window.

4. (currently amended) [~~The continuous web of lenticular labels of claim 1~~] A continuous web of lenticular labels comprising:

a label stock having a longitudinal axis;

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a first lenticular assembly including first lenticles adhered to the label stock, said first lenticles transverse to the longitudinal axis, said first lenticular assembly and said label stock forming a first lenticular label;

a second lenticular assembly including second lenticles adhered to the label stock, said second lenticles transverse to the longitudinal axis, said second lenticular assembly and said label stock forming a second lenticular label, said first and second lenticular assemblies disposed on the label stock so that the first lenticles and the second lenticles are substantially parallel to one another; and

a release liner secured to at least one of the label stock and the first and second lenticular assemblies, wherein the label stock includes a window and said lenticular assembly is viewable through the window.

5. (original) The continuous web of lenticular labels of claim 4 wherein the label stock is constructed of at least one of a transparent and a semitransparent material in the region of the label stock corresponding to the window.

6. (original) The continuous web of lenticular labels of claim 4 wherein the label stock is constructed from at least one of a transparent and a semitransparent material and the material includes print in the regions around the window.

7.-8. (cancelled)

9. (currently amended) [~~The continuous web of lenticular labels of claim 8 comprising~~]  
A continuous web of lenticular labels comprising:

a continuous label stock including a longitudinal axis and an adhesive;

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a plurality of lenticular assemblies, each including lenticules, said plurality of lenticular assemblies adhered to said continuous label stock with said adhesive wherein said lenticules are substantially transverse to said longitudinal axis and substantially parallel to one another; and

a plurality of windows in said continuous label stock, each of said plurality of lenticular assemblies aligned with corresponding windows so that the lenticular assemblies are viewable through the continuous label stock.

10. (currently amended) The continuous web of lenticular labels of claim 9 [8] wherein each of said plurality of lenticular assemblies include a base disposed opposite the lenticules and an image printed on the base.

11. (currently amended) The continuous web of lenticular labels of claim 9 [8] wherein said plurality of lenticular assemblies each include a base opposite the lenticules, and a lenticular stock including an image printed thereon, said lenticular stock adhered to said base.

12. (currently amended) The continuous web of lenticular labels of claim 9 [8] wherein the lenticular assemblies are oriented on the continuous label stock in side-by-side relation.

13.-20. (cancelled)